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JUNE 1, 1987

CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

NCTA TO OPPOSE STAY IN MUST-CARRY CASE

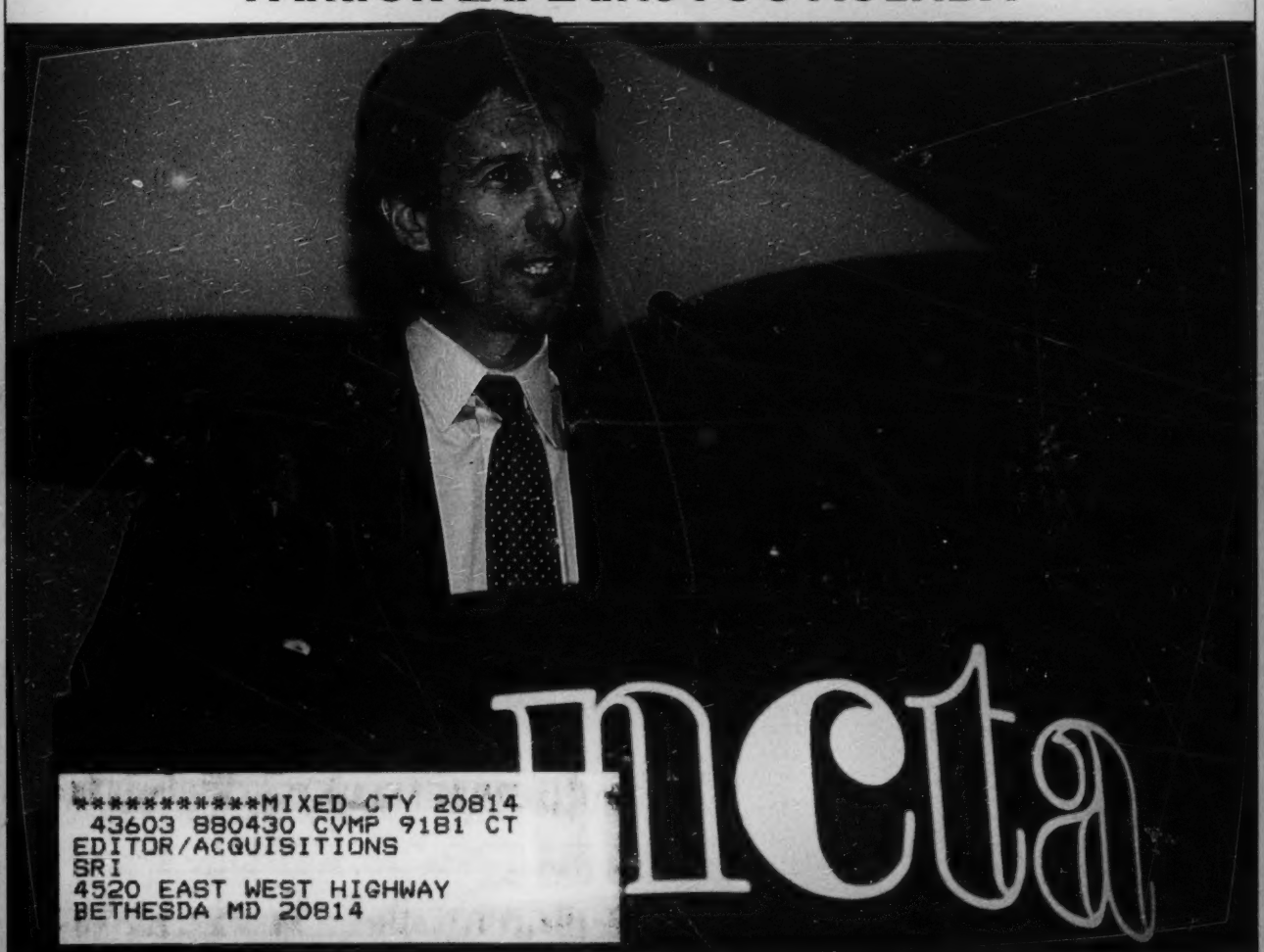
JUSTICE DEPT. EYES TBS DEAL AT DEADLINE

PAY-PER-VIEW MOMENTUM BUILDS AT NCTA SHOW

FESTIVAL LAUNCHES AMID NEWS OF PAY SURGE

OPERATORS SAY SUB COUNTS OUTPACE EXPECTATIONS

NCTA SHOW FOCUS ON SYNDEX: PATRICK EXPLAINS FCC AGENDA



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FRONT LINE

Must-carry surprise 12
In a move aimed at confirming its commitment to the must-carry pact with the broadcasting industry, the National Cable Television Association said it will oppose a stay of must-carry rules while a court weighs a case brought by several operators against the FCC order.

Justice Dept. eyes deal 16
Details of the proposed bailout of Turner Broadcasting System by operators were revealed at the NCTA convention, along with the fact that the Justice Department was taking a "very close look" at the proposed arrangement as the May 29 debt default deadline neared.

Bob Mathews dies 17
CableData's founder, Bob Mathews, Succumbed to cancer at the age of 49.

PPV momentum builds 18
With Telstar Channels launching its pay-per-view service during the NCTA show, activity quickened on a number of fronts, including new developments in impulse order taking and reports of significant revenue gains among operators.

Community relations success 20
The project backed by the Cable Television Public Affairs Association in Tucson, Ariz., has produced dividends in good will and improved penetration for the McCaw system there.

PROGRAMMING

Pay TV paying off 25
Reports of subscriber gains by premium programmers and the launch of HBO's Festival service attracted much attention at the NCTA convention. The resurgence of pay television was attributed to increased marketing and a softening of VCR competition.

System ACEs awarded 26
The Cable Academy selected 34 winners from 720 entries and presented them with the industry's highest honor for local cable programming.

LAW AND REGULATION

Session on syndex 37
The cable industry's concern about the FCC's apparent intention to resurrect syndicated exclusivity was made clear to new FCC Chairman Dennis Patrick and members of Congress at the NCTA convention.

MARKETING

Weekly guide working out 42
TV Host Inc. is proving that system-specific programming information can be delivered on a weekly basis to cable subscribers without financial support from MSOs.

BUSINESS & FINANCE

'87 off to a dramatic start 44
The cable subscriber base is growing faster than most executives predicted as many MSOs experienced their strongest first quarters ever.

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FCC chief sets agenda 36
Dennis Patrick, the new chairman of the FCC, addresses syndicated exclusivity, competition and other issues in an exclusive interview with *CableVision*. Cover photo by Candace Drake.

Film product comparison-July

Film	Pay Networks					Distributor
9½ Weeks		(ST)	TMC			TBS
16 Days to Glory: Part 2				*DIS		Paramount
Adventures of a Plumber's Mate		ST				Miramax
Adventures of a Taxi Driver			TMC			Miramax
Adventures of the American Rabbit, The				*DIS		Topper
Agnes of God	(HBO)				*MAX	Columbia
Alfie			TMC		(MAX)	Paramount
Alice's Adventures in Wonderland	(HBO)	ST				Muller Media
Aliens	HBO	ST	TMC		MAX	20th Century-Fox
American Anthem	*HBO					Columbia
Angel and the Badman, The			(TMC)	DIS	(MAX)	Trenchcoat
Arthur		ST	TMC			Warner Bros.
Arthur's Hallowed Ground			TMC	*DIS		Film Gallery
Assault on Precinct 13			*TMC		(MAX)	Goldwyn
Asterix and Cleopatra				DIS		Gaumont
At Last, At Last		*ST				J. Brenner
Atta Girl, Kelly				DIS		Disney
Back to School	HBO					Orion
Back to the Future	(HBO)	(ST)	(TMC)		MAX	Universal
Barretts of Wimpole Street, The		ST				MGM/UA
Beast from 20,000 Fathoms, The			*TMC			Warner Bros.
Beautiful Blonde from Bashful Bend, The				*DIS		Wacky Zoo
Best of Times, The	(HBO)	(ST)	*TMC		(MAX)	Universal
Big Trouble in Little China	HBO	ST	TMC			Fox/Lorber
Bitch, The		ST				Brent Walker
Blood Alley		ST	(TMC)			Warner Bros.
Blue Skies Agian			TMC			Warner Bros.
BMX Bandits	(HBO)	ST				Transcon
Boy Who Could Fly, The				DIS		Lorimar
Brazil	HBO		(TMC)		(MAX)	Universal
Breakthrough (1950)			TMC		(MAX)	Warner Bros.
Bridge on the River Kwai, The	(HBO)		*TMC	(DIS)	(MAX)	Columbia
Brothers by Choice				DIS		Atlantis
Brothers Karamazov, The			TMC			MGM/UA
By the Light of the Silvery Moon		(ST)	TMC		(MAX)	Warner Bros.
Can You Keep It Up for a Week?			TMC			Miramax
Candidate, The	(HBO)	ST	(TMC)			Warner Bros.
Captain Horatio Hornblower		ST				Warner Bros.
Cattle King		ST				MGM/UA
Cease Fire			*TMC			Southbrook
Challenge for Robin Hood, A		ST				Warner Bros.
Chorus Line, A: The Movie					MAX	Columbia
Christian the Lion				DIS		Art Greenfield
Clan of the Cave Bear					*MAX	Warner Bros.
Clue		ST	(TMC)			Paramount
Coca-Cola Kid, The			*TMC			Film Gallery
Cocoon	HBO	(ST)	(TMC)		(MAX)	20th Century-Fox
Commando	(HBO)	(ST)	(TMC)		MAX	20th Century-Fox
Company of Wolves, The			*TMC			Cannon
Corn is Green, The			*TMC			Warner Bros.
Creator	(HBO)	(ST)	TMC		(MAX)	Universal
Creepshow					MAX	Warner Bros.
Cross Creek	(HBO)			DIS		HBO
Cruel Sea, The		ST	(TMC)			New Century
D.A.R.Y.L.		(ST)	TMC			Paramount
Dance with a Stranger			TMC			Goldwyn
Death of a Salesman			TMC			ICM
Desert Hearts			TMC			Goldwyn
Dot and Keeto				DIS		Cori Films
Dot and the Smugglers				*DIS		Cori Films
Down and Out In Beverly Hills		(ST)	TMC			Touchstone
Dragonslayer	(HBO)	(ST)		DIS		Paramount
Duchess of Idaho		(ST)	TMC			MGM/UA
Electric Dreams			TMC		MAX	MGM/UA
Eleni					*MAX	Warner Bros.
Elephant Man, The	(HBO)		*TMC			Paramount
Elopement				DIS		20th Century-Fox
Emmanuelle 4		ST			(MAX)	MGM/UA

Film	Pay Networks					Distributor
Enemy Mine	HBO	(ST)	*TMC		(MAX)	20th Century-Fox
Escape to Witch Mountain				DIS		Disney
Fantastic Adventures of Unico, The				DIS		Sanrio
Fixer, The		ST				MGM/UA
Flesh and Blood					MAX	Orion
For Heaven's Sake		(ST)	TMC			Viacom
Fourth Wish, The				DIS		Pacific Int'l
Fright Night	HBO				(MAX)	Columbia
Get Crazy					MAX	Embassy
Girls Just Want to Have Fun	HBO					New World
Glass Bottom Boat		(ST)		DIS	(MAX)	MGM/UA
Gold is Where You Find It		ST		(TMC)		MGM/UA
Goonies, The					*MAX	Warner Bros.
Gospel					MAX	Golden Door
Gotcha!	(HBO)	(ST)	TMC			Universal
Great American Cowboy				DIS		Disney
Great Gatsby, The			TMC		(MAX)	Paramount
Gremlins	(HBO)	ST	TMC		(MAX)	Warner Bros.
Half a Sixpence				DIS		Paramount
Happy Hooker, The		(ST)	TMC			Cannon
Haunted Honeymoon	HBO	ST				Orion
Heartburn		ST	TMC			Paramount
Heathcliff: The Movie				DIS		Clubhouse
Heavenly Bodies	HBO					MGM/UA
Here Comes the Groom			TMC			Paramount
Highlander	(HBO)	(ST)	(TMC)		MAX	20th Century-Fox
Hitcher, The	*HBO				(MAX)	Silver Screen
Home of the Brave					MAX	Cinecom
Horse's Mouth, The			TMC			New Century
Hot Moves		ST	(TMC)			RK Video
Hotel			*TMC		(MAX)	Warner Bros.
How Sweet It Is			TMC			Warner Bros.
Howard the Duck	HBO	ST	TMC			Universal
Hundra			TMC			Goldfarb
Impossible Years, The		ST				MGM/UA
Invaders From Mars		(ST)	*TMC			Cannon
Jake Speed	(HBO)				MAX	New World
Jesse Owens Story, The				*DIS		Paramount
Jewel of the Nile, The	HBO	ST			(MAX)	20th Century-Fox
Kaleidoscope			TMC			Warner Bros.
Karate Kid Part 2, The	HBO				MAX	Columbia
King of the City		ST				Lorimar
King Solomon's Mines		ST	(TMC)			Cannon
Kiss of the Spider Woman		*ST	(TMC)			Embassy
Labyrinth					MAX	Tri-Star
Lady Jane			*TMC			Paramount
LadyHawke	(HBO)	(ST)	TMC		(MAX)	Warner Bros.
Legend of Billie Jean, The	*HBO					Tri-Star
Letter to Breshnev			TMC		(MAX)	Circle
Lion of Africa, The	HBO					Lois Luger
Little Shepard of Kingdom Come				DIS		20th Century-Fox
Longshot, The			TMC		(MAX)	Orion
Loose Screws		ST				New Horizons
Lord of the Flies			TMC			New Century
Lucas	(HBO)	(ST)			MAX	New World
Lullaby of Broadway			TMC		(MAX)	Warner Bros.
Macaroni		ST	(TMC)			Paramount
Madwoman of Chaillot, The			TMC			Warner Bros.
Magnificent Dope, The			TMC	*DIS		20th Century-Fox
Man Who Came to Dinner, The		ST	(TMC)			MGM/UA
Marie: A True Story		ST	(TMC)			TBS
Master of Ballantrae (1953)		(ST)	TMC		(MAX)	Warner Bros.
Maximum Overdrive		ST	TMC			DEG
Meanest Man In the World, The				DIS		20th Century-Fox
Meet Me After the Show				DIS		20th Century-Fox
Merrily We Live				*DIS		Hal Roach Studios
Mike's Murder			TMC			Warner Bros.
Minstrel Man			*TMC			Viacom
Miracles	HBO					Orion
Mommie Dearest			TMC			Paramount
Mr. Rossi's Vacation				DIS		Italtoons
My Fair Lady				*DIS		CBS Broadcast Int'l
Mystery at Fire Island		ST				Scholastic
No Deposit, No Return				*DIS		Disney
Not Quite Human				*DIS		Disney
Not Quite Paradise	HBO					New World
O'Henry's Full House			TMC			20th Century-Fox

Film	Pay Networks					Distributor
Old Man and the Sea, The			TMC			Warner Bros.
Oliver	HBO				(MAX)	Columbia
One Night Only		ST				Film Gallery
One Potato, Two Potato			TMC			Viacom
Out of Africa	(HBO)	(ST)	*TMC		(MAX)	Universal
Out of Bounds					MAX	Columbia
Pee Wee's Big Adventure		ST	(TMC)		(MAX)	Warner Bros.
Pope of Greenwich Village, The		ST	(TMC)		(MAX)	MGM/UA
POW The Escape		(ST)	TMC			Cannon
Prince of the City			TMC		(MAX)	Warner Bros.
Puss in Boots				DIS		Universal
Quicksilver	(HBO)				*MAX	Columbia
Re-Animator			TMC		(MAX)	Vestron
Red Badge of Courage, The		ST	(TMC)		(MAX)	MGM/UA
Red Sonja		(ST)	TMC		(MAX)	TBS
Reds	(HBO)		TMC			Paramount
Rodgers and Hammerstein's Cinderella				DIS		Goldwyn
Runaway Train		ST	(TMC)			Cannon
Runner Stumbles, The			TMC			Viacom
Running Scared	HBO					MGM/UA
Santa Claus					MAX	Tri-Star
Sesame Street Presents Follow that Bird	HBO	(ST)				Warner Bros.
Seven Brides for Seven Brothers		(ST)		DIS		MGM/UA
Sharma and Beyond			TMC			Film Gallery
Shipwreck		ST				Warner Bros.
Silent One, The	HBO		(TMC)			Satori
Silverado	HBO				(MAX)	Columbia
Sleepaway Camp			TMC			UFD
Smithereens			*TMC			New Line
Special Kind of Love, The			TMC			Viacom
Stoogemania			TMC			Atlantic
Superman	HBO				(MAX)	Warner Bros.
Sure Thing, The		ST	(TMC)			Embassy
Swallows and Amazons Forever!				*DIS		Primetime Entertainment
Swallows and Amazons: The Big				DIS		Primetime Entertainment
Sylvester					MAX	Columbia
Tex				DIS	(MAX)	Disney
This Sporting Life			*TMC			New Century
Those Glory, Glory Days		(ST)		DIS		Film Gallery
Thunder in the City				DIS		Castle Hill

Film	Pay Networks					Distributor
Thunderhead, Son of Flicka				*DIS	(MAX)	20th Century-Fox
Time After Time	HBO				(MAX)	Warner Bros.
Time Bandits	(HBO)	(ST)	(TMC)		MAX	Gangs Dist.
Topper Returns				DIS		Hal Roach Studios
Trip to Bountiful, The		ST				Embassy
Troll					*MAX	Vestron
Turtle Diary					MAX	Goldwyn
Untamed			TMC			Universal
Urban Cowboy		ST	TMC			Paramount
War Games			TMC			MGM/UA
Way Down Cellar				DIS		Disney
Weird Science	HBO		(TMC)		(MAX)	Universal
Wildcats	*HBO					Warner Bros.
Wings			TMC			Paramount
Woman of the River			*TMC			DEG
Yankee Doodle Dandy			(TMC)		*MAX	MGM/UA
Year of the Dragon		(ST)	TMC			TBS
Yellowbeard			TMC			Orion
Young Blood					MAX	MGM/UA
Young Lady Chatterly 2					MAX	Playboy
Young Visiters, The				DIS		Miramax
Zachariah			TMC			Viacom

Cable Network Legend:
HBO—Home Box Office
ST—Showtime
TMC—The Movie Channel
DIS—The Disney Channel
MAX—Cinemax

- Networks in parentheses indicate carriage in February, March, April, May and/or June.
- An asterisk indicates the film is a carry-over from February, March, April, May and/or June.
- In total, 207 films appear on the July schedules of Home Box Office, Showtime, The Movie Channel, The Disney Channel and Cinemax. Of those titles, during the last six months, none has played on all five services, 12 have played on four of the five services, 17 have played on three, and 61 have played on two of the five services. One hundred and seventeen titles on the July schedules of these five services were unduplicated in the last six months.
- The motion picture distributor with the most titles on pay TV in July is Warner Bros. with 31, followed by MGM/UA with 19, Paramount with 17, 20th Century-Fox with 14 and Columbia with 11.
- Titles subject to change.

ACEs—

Continued from page 26

casting
Producer: Mark D'Agostino

Single Program—Children's Programming
Room 13-19, Syracuse NewChannels, Syracuse, N.Y., Newhouse Broadcasting
Producer: Abby Lazar

Cleveland's Kids & Company, Viacom Cablevision of Cleveland, Cleveland Heights, Ohio, Viacom Cable
Producer: Cathy Moats-Ols

Single Program—Drama/Dance
State of The Arts Presents: MOMIX, McCaw Cablevision of Syracuse, Syracuse, N.Y., McCaw Communications
Producer: Linda Herbert

Single Program—Special Audience
Protect, Defend and Love... Forever, Syracuse NewChannels, Syracuse, N.Y., Newhouse Broadcasting
Producer: Abby Lazar

Program Series—Informational
Neighborhood Update, City of Long Beach, Simmons Cable TV, Long Beach, Calif., Simmons Communications Inc.
Producers: Ted Woerner, Ed Leon

Edina Police Report, Rogers Cable TV of Minnesota, Eden Prairie, Minn., Rogers Cablesystems Inc.
Producer: Eric Felton

Program Series—Children's Programming
Music & Me, Springfield Cable TV Programming Endowment, Continental Cablevision of Springfield, Springfield, Mass., Continental Cablevision Inc.
Producers: Springfield Symphony Orchestra, WGBY-TV

Single Program—Comedy/Variety
Comic Competition, Viacom Cablevision, Nashville, Tenn., Viacom Cable
Producer: George Flanigen IV

Program Series—Special Audience
PrimeTimers, Rogers Cable TV of Portland, Portland, Ore., Rogers Cablesystems Inc.
Producer: Sid Brown

Promotional Programming—Cable Promotion: Single Spot
Nag, Nag, Nag, Daniels Cablesystems Inc., Carlsbad, Calif., Daniels & Associates Inc.
Producer: David Gotfredson

Promotional Programming—Public Service Announcements: Single Spot
Showdown at Graffiti Gulch, City of Santa Ana, Comcast Cablevision of Cental Orange Cluster, Santa Ana, Calif., Comcast Cable Communications Inc.
Producer: Dan Hubbard

Promotional Programming—Cable Promotion: Campaign
Austin CableVision Image Campaign, Austin CableVision, Austin, Texas, American TV & Communications Corp.
Producers: Philip Knudsen, Stan Sehested, Doak Davis

Promotional Programming—Public Service Announcements: Campaign
American Viewpoints, BerksCable, Reading, Pa., American TV & Communications Corp.
Producer: James Duffy

Cable services subscriber count

Satellite national services

Basic services	Affiliates	Subscribers
ACTS Satellite Network	278	5,400,000
Alternate View Network	206	2,500,000
Arts & Entertainment (A&E)	2,400	24,000,000
Black Entertainment Television (BET)	812	13,000,000
Cable News Network (CNN)	10,723	40,204 000
Cable Value Network	107	17,100,000
C-SPAN	2,600	27,500,000
C-SPAN II	400	9,000,000
CBN Cable Network	7,542	34,960,000
Consumer Discount Network	40	750,000
Consumer Discount Network 2	60	2,000,000
Country Music Television	470	6,700,000
The Discovery Channel	1,700	16,300,000
ESPN	15,393	41,100,000
Eternal Word Television Network (EWTN)	361	6,600,000
Fianncial News Network (FNN)	1,450	24,000,000
FNN/Score	1,050	19,000,000
FNN/TelShop	750	10,500,000
GalaVision	288	750,000
Gospel Music Network	16	460,000
Headline News	3,170	26,220,000
Hit Video USA	41	1,700,000
Home Shopping Network	1,036	14,182,185
Home Shopping Network 2	229	5,524,000
International Television Network	46	5,000,000
The Learning Channel	820	7,600,000
Liberty Broadcasting Network	90	1,300,000
Lifetime	3,050	29,000,000
Music Television (MTV)	4,709	33,400,000
The Nashville Network	4,765	31,000,000
National Jewish Television (NJTV)	295	6,800,000
Nickelodeon	5,005	31,700,000
The Nostalgia Channel	215	1,200,000
Ozark Mountain Network	N/A	N/A
PTL The Inspirational Network	1,300	13,300,000
QVC Network	531	8,853,000
Rock Christian Network	7	242,900
Silent Network	272	8,133,931
Sky Merchant	12	600,000
Tempo Television	665	12,500,000
The Travel Channel	120	6,000,000
Trinity Broadcasting Network	496	6,560,000
Univision	383	33,673,000
USA Network	8,500	39,000,000
Video Hits One (VH-1)	1,588	17,300,000
Video Shopping Mall	60	23,000,000
The Weather Channel	2,560	26,000,000
WGN-TV	9,929	22,481,000
WOR-TV	2,125	9,186,214
WPIX-TV	331	2,471,000
WTBS-TV	11,819	41,078,000
Pay services		
American Movie Classics	1,000	6,000,000
Bravo	300	400,600
Cinemax	3,650	4,100,000
The Disney Channel	4,300	3,175,000
Home Box Office (HBO)	6,700	15,000,000
The Movie Channel	3,250	3,250,000
The Playboy Channel	600	600,000
Showtime	3,200	5,400,000
Audio services		
Cable Radio Network	34	1,630,000
JazzAmerica	N/A	N/A
KKGO Super Jazz	12	119,571
Moody Bible Institute	59	868,516
Satellite Radio Network	251	740,000
Seeburg Lifestyle	151	2,465,273
Seeburg Lifestyle Adult Contemporary	25	536,227
Tempo Sound	300	1,000,000
WFMT Chicago	168	1,343,000
Text services		
AP News Cable	185	2,500,000
AP Business Plus	54	1,400,000
AP Business Watch	20	500,000
AP News Plus	75	2,100,000
Cable SportsTracker	34	2,333,000
DBC/MarketWatch	240	5,000,000
Text services		
Electronic Program Guide (EPG)	398	7,006,000
EPG Jr.	103	114,634
Genesis Cable Storytime	35	1,350,000
Reuters News View	127	2,437,000
TV Decisions	170	6,300,000
UPI Data Cable	450	4,000,000
X*Press	60	1,000

Non-satellite-fed national services

Bicycled services	Affiliates	Subscribers
Cable Auto Showcase	5	400,000
Cable Video Entertainment	170	6,500,000
Fuji Network	3	12,000
Nippon Golden Network	3	12,000
Telaction	N/A	N/A
Vector Consumer News	5	200,000
Vector Consumer Shopping Guide	9	325,000

Regional entertainment services

Basic services	Affiliates	Subscribers
Atlanta Interfaith	7	156,000
Bay Area Religious Channel (BARC)	6	113,000
Buffalo Sabres Hockey	9	400,000
Cable TV Network of New Jersey	38	1,404,000
The Ecumenical Channel	7	149,000
KTVT	198	1,891,000
Life Newsvision	35	50,000
Madison Square Garden	90	2,015,000
Meadows Racing Network	14	446,000
News 12 Long Island	7	500,000
Prime Cable	8	325,865
Prime Ticket	30	1,600,000
SportsVision (Chicago)	45	939,400
Pay services		
Dodgervision	44	935,000
Giantsvision	38	1,000,000
Home Sports Entertainment—Houston/Dallas	119	216,000
Home Team Sports	100	600,000
New England Sports Network	159	181,482
PRISM-Philadelphia	86	379,004
Pro-Am Sports	120	115,000
SportsChannel (New England)	140	618,843
SportsChannel (New York)	80	800,000
Z Channel	21	84,700

Announced services

Satellite-fed services	Expected launch
Americana Network	2nd Quarter 1988
American Catalog Network	3rd Quarter 1987
Apollo Entertainment Television	TBA
Comedy Television	2nd Quarter 1987
Discovery Computer Network	1987
Discovery Financial Network	1987
Drive-In Movie Channel	2nd Quarter 1987
El Canal Musical	4th Quarter 1987
Ethnic Radio Networks	1st Quarter 1987
The Fashion Channel	8/87
International Cablecasting's Cable Radio Network	9/87
Movietime	7/87
The Preview Network	4th Quarter 1987
Television Catalog	1st Quarter 1988
Tunnelvision	10/87
Vacation Travel Network	4th Quarter 1987
World Travel Network	2nd Quarter 1987

Note: Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision, Attention Cable Stats, P.O. Box 5208-T.A., Denver, CO 80217.
N/A denotes not available.